

WHAT IS CLAIMED IS:

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1. A make-up counseling apparatus comprising:

a computer positioned at a basal portion of the apparatus for conducting image processing and
10 counseling processing;

a first image display means for displaying a computer-processed image to a subject, mounted upright in the computer;

a second image display means for displaying
15 the computer-processed image to a counselor, mounted upright in the computer so that a display screen thereof is directed in a direction opposite the first display means; and

photographic means, positioned near the
20 first image display means, for photographing a subject directed in a direction of the first display means and feeding a facial image of the subject into the computer.

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2. The make-up counseling apparatus as claimed in claim 1, wherein a space bounded by the
30 computer and by the first and second image display means contains the photographic means.

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3. The make-up counseling apparatus as claimed in claim 1, wherein the photographic means

comprises:

a digital camera for photographing a
subject;

a strobe for illuminating the subject; and

5 a distance sensor for measuring a distance
to the subject.

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4. The make-up counseling apparatus as
claimed in claim 1, wherein the first image display
means has a transparent touch panel on the display
surface.

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5. The make-up counseling apparatus as
20 claimed in claim 1, wherein the second image display
means has a transparent touch panel on the display
surface.

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6. The make-up counseling apparatus as
claimed in claim 1, wherein display contents of the
first image display means and display contents of
30 the second image display means are identical.

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7. The make-up counseling apparatus as
claimed in claim 1, wherein the display contents of
the first image display means and the display

contents of the second image display means are different.

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8. A make-up counseling apparatus comprising:

- 10 a digital camera for photographing a subject;
- a strobe for illuminating the subject;
- a distance sensor for measuring a distance to the subject;
- 15 color balance adjustment means for adjusting a color balance of the digital camera so that a difference in color between color values of a color sample image of predetermined colors obtained from a color correction chart having a plurality of color samples placed at approximately equal
- 20 distances illuminated by the strobe light and photographed by the digital camera, and color values of color samples of the predetermined colors measured under previously predetermined conditions is within a stipulated range of values;
- 25 conversion formula calculation means for obtaining a conversion formula for converting the color values of the color sample image obtained from photographing the color correction chart with the digital camera into Lab values of the color samples
- 30 measured under previously predetermined conditions;
- deviation calculation means for obtaining a deviation between the color values of the color sample image obtained from photographing the color correction chart with the digital camera converted
- 35 into Lab values using the conversion formula and the Lab values of color samples of the predetermined color measured under previously predetermined

conditions;

brightness correction means for correcting the brightness of a facial image according to a distance measured by the distance sensor when the
5 facial image of a subject at approximately a fixed distance is photographed by the digital camera as a photographic object; and

color correction means for correcting the brightness-corrected facial image according to the
10 deviation.